

B.A. JOURNALISM & MASS COMMUNICATION

CHOICEBASEDCREDITSYSTEM-LEARNING OUTCOMES

BASED CURRICULUMFRAMEWORK(CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2026-2027 onwards)

Sem.	Part	Name of the Courses	Title of Course	Ins. Hrs	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext	Total
I	I	Ability Enhancement Course – I (AEC - I)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course –II (AEC - II)	English Course - I	6	3	3	30	70	100
	III	Core Course–1 (CC-1)	Introduction to Mass Communication	4	4	3	30	70	100
		CoreCourse-2 (CC-2)	Fundamentals of Journalism	4	4	3	30	70	100
		Allied Course – 1 (AC - 1)	Socio-Political Issues in India	3	3	3	30	70	100
		Allied Course – 2 (AC - 2)	History of Journalism	3	3	3	30	70	100
	IV	Value Education		2	2	3	30	70	100
		Interdisciplinary Course – 1 (IDC - 1) #	One Course from Outside Department	2	2	3	30	70	100
		Total		30	24				800

INTERDISCIPLINARY COURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART – I (for other Department Students only)	
1st Semester	Media Literacy
2nd Semester	
3rd Semester	
4th Semester	

INTERDISCIPLINARY COURSE (IDC) # FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studied Tamil upto 10 th +2 but opt for other languages in degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil – II
Those students who opt for either special Tamil (or) Basic Tamil as IDCs, have to choose 2 more IDCs courses in their 3rd and 4th Semester from Outside his/her department.		

INTERDISCIPLINARY COURSE (IDC) \$\$ FOR NCC CADETS ONLY	
NCC Course is a Compulsory Course for the NCC Cadets in the 3 rd Semester:	NCC Course is a Compulsory Course for the NCC Cadets in the 4 th Semester:
Introduction to NCC (Existing Syllabus)	1. Special Subject Army (or) 2. Special Subject Navy (or) 3. Special Subject Air force
Those students who opt for NCC Courses as IDCs, have to choose 2 more IDCs courses in their 1 st and 2 nd Semester from Outside his/her department.	

First Year		Semester- I
CORE COURSE-I INTRODUCTION TO MASS COMMUNICATION		
Code:		Credit: 4

OBJECTIVES:

- To introduce the basics of communication to the learner
- To inculcate the knowledge of different types of media
- To help them acquire the knowledge of various facets of media
- To enhance the understanding of the role of models of communication
- To enhance the knowledge of the various types of audience

UNIT-I COMMUNICATION:

Definitions, Scope and Purpose, Evolution of Communication – Sign, Symbols, Languages and Pictures. Types: Interpersonal, Intrapersonal, Group and Mass Communication. Forms and Types: Verbal and Non-verbal Communication, Intra Personal – Interpersonal, Mass, Organizational and Group Communication - Characteristics and Functions

UNIT-II COMMUNICATION AS A PROCESS:

Process of Communication: Source, Message, Channel, Receiver (SMCR) - Feedback, Encoder Vs Decoder, Noise in Communication- Message - Meaning - Connotation – Denotation - Formal Vs Informal Channels of Communication - Effects of Mass Communication

UNIT-III CHARACTERISTICS AND FUNCTIONS OF MASS COMMUNICATION:

Information, Education, Entertainment, Surveillance, Correlation, Cultural transport, Marketing Mass Culture.

UNIT-IV TYPES OF MASS COMMUNICATION:

Print, radio, television, cinema, new media - Effects of Mass Communications – mass culture – popular culture.

UNIT-V UNDERSTANDING AUDIENCE:

Types of Audience – passive and active audience - spectators, viewers, listeners, readers, users, characteristics of mass audience.

UNIT-VI CURRENT CONTOURS: (For Continuous Internal Assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Introduction to Mass Communication – Kevel J. Kumar
2. Mass Communication in India – Kevel J. Kumar
3. Communication Theories – Dennis Mc Quil
4. Introduction to Mass Communication – Edwin Emery and others
5. Hand Book of Journalism and Mass Communication, D' Souza, Y.K

COURSE OUTCOMES:

Upon successful completion of this course the students would be able to:

1. remember and recall the basics of Communication
2. remember the different types of media
3. apply the skills needed to handle the various types of Media
4. analyze the models of Communication while working in the media
5. evaluate the nature of the various Media participants and audience

First Year		Semester- I
CORE COURSE-II: FUNDAMENTALS OF JOURNALISM		
Code:		Credit: 4

OBJECTIVES:

- To introduce the fundamentals of print media to the learners
- To inculcate the technical skills of different facets of newspaper industry
- To help them apply the important aspects of elements of news
- To help them understand the organizational structure of media as industry
- To enhance their skills of preparing the content of newspapers and periodicals

UNIT-I JOURNALISM:

Definition – Nature – Scope – Functions – Role of Press in Democracy – Principles of Journalism – The Fourth Estate – Who is a Journalist? – Professional Journalist – Freelance Journalist

UNIT-II KINDS OF JOURNALISM:

Investigative Journalism – Interpretative Journalism – New Journalism – Development Journalism – Community Journalism – etc., Types of Journals on the basis of their circulation, Periodicity / Interval of Publications, Quality and Content.

UNIT-III NEWS:

Definitions – News values / Elements of News – proximity, prominence, oddity, conflict, controversy, timeliness and human interest etc., – Components of News – Structure of a news – Inverted Pyramid Style – lead – body – headline etc.,

UNIT-IV STRUCTURE OF A NEWSPAPER ORGANIZATION:

Editorial Section, Business Section, Mechanical Section, Promotion Section, Data Processing Department, Advertising Department – Administrative Department – News Agencies – Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP – News Gathering – Professional Press Organizations.

UNIT-V CONTENTS OF NEWSPAPERS AND PERIODICALS:

Photographs- captions —Editorial – Pictures – Photographs –Cutline – Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline – Letters to the editor and other Components of a newspaper.

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, YouTube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Basic Journalism -Parathasarathy
2. The elements of Journalism - Bill Kovach & Tom Rosenstein
3. Basics of Journalism - Mridula Menon
4. Principles and Issues in Modern Journalism - Upendra Verma,
5. Handbook of Journalism and Mass Communication - Virbala Aggarwal
6. Understanding Journalism - Lynette Sheridan Burns
7. Practical Journalism: How to Write News? - Helen Sissols

COURSE OUTCOMES:

Upon successful completion of this course the students would be able to:

1. Comprehend the basics of Journalism
2. Compare the different kinds of Journalism
3. Demonstrate the media skills of different types of newspaper industry
4. Apply the important aspects of elements of news
5. Be enhanced with the knowledge of the News Agencies
6. understand the different contents of Newspapers and Periodicals

First Year		Semester- I
ALLIED COURSE-I: SOCIO-POLITICAL ISSUES IN INDIA		
Code:		Credit: 3

OBJECTIVES:

- To familiarize the students with the social problems in India
- To help the learner to acquire the techniques needed to address social issues
- To be skilful in handling the family issues
- To be enriched with the skills of writing about health issues
- To develop the required creativity needed for writing political issues

UNIT-I SOCIAL PROBLEMS IN INDIA:

Indian Social System - Social Transformation, Tradition and Modernity, Caste system and its Transformation – Demographic Trends in India – Population Explosion – Human Development.

UNIT-II COMMUNALISM & SECULARISM:

Uniform Civil Code – Linguistic Division of State – Weaker / Marginalised Sections – Regionalism – Reservations Issues – Issues Related to Education.

UNIT-III FAMILY ISSUES:

Women's Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction– Juvenile Delinquency – Child Labour – Consumer Rights.

UNIT-IV HEALTH & ENVIRONMENTAL ISSUES:

Common Health Issues – AIDS – Vaccination – Drugs – Public Health – Government and Health Awareness – Role of Mass Media in Health Awareness – Conservation of nature – Pollution, Global Warming – Government and Environmental Awareness – Role of Mass Media in Environmental Awareness.

UNIT-V POLITICAL ISSUES:

After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste-based politics.

UNIT-VI CURRENT CONTOURS : (For continuous internal assessment only)

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. N. Jayapalan – Social History of India, Mohan Publications, Chennai
2. G. Venkatesan – History of Contemporary India, JJ Publications, Madurai
3. KL. Khurana – Modern India 1761 to Present Day, Lakshmi Narayan Agarwal Publications, Agra.
4. S.B. Battacherjee – Encyclopaedia of Indian Events and Dates, Sterling Publication Pvt., Ltd, New Delhi

COURSE OUTCOMES:

Upon successful completion of this course the students would be able to

1. list out the social problems in India
2. demonstrate the techniques needed to address communalism and secularism.
3. apply the techniques in handling articles written about family issues
4. evaluate the various health and environmental issues
5. analyze the contents of the features and editorials addressing political issues.

First Year		Semester- I
ALLIED COURSE-II: HISTORY OF JOURNALISM		
Code:		Credit: 3

OBJECTIVES:

- To introduce the early forms of language to the learners
- To inculcate the background of origin of Newspapers
- To help the learners to understand the evolution of Indian press
- To enhance the understanding of the origin and growth of Tamil journalism
- To enhance the knowledge of the growth of modern Journalism.

UNIT-I THE INVENTION OF WRITING:

Functions of writing-early forms of writing materials-manuscripts print- Early printing in China, Arab and Europe etc.,

UNIT-II A BRIEF HISTORY OF THE GENESIS OF PRINTING:

Gutenberg age-The incunabula-Bible printing-William Coxtan and his press- Modern publishing from 19th century to present-Joseph Pulitzer and new journalism

UNIT-III PRESS IN INDIA:

A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A. Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K. Gandhi, S. Sadanand, and B.G. Horniman - Christian missionaries and printing – Contribution of Ziegenbalg and William Carey and other missionaries - Vernacular Press – News-letters and early growth of journalism–East India Company and role of Newspapers and Indian Press in First World war .

UNIT-IV EARLY NEWSPAPERS IN INDIA:

The nationalist movement and the Emergence of journalism- Important newspapers in the Indian print history -Bengal Gazette, Kesari, Anand Bazaar Patrika etc., - Post independence years, Impact of Censorship etc.,

UNIT-V THE BEGINNINGS OF THE TAMIL PRESS:

Formative factors in the growth of Tamil press-Freedom movement and Tamil press- Press before and after independence- Sudhesa Mithran, India, Navasakthi etc.,- Christian, Dravidian, Communist and Tamil movements.

UNIT-VI CURRENT CONTOURS: (For continuous internal assessment only)

Presentation through PPT, Webinars, Seminars, YouTube videos, e-quizz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Nadig Krishnamoorthy - Indian Journalism
2. D.S. Metha - Mass Communication and Journalism in India
3. S. Nagarajan - A History of Press in India
4. Rangasamy Parthasarathy - Journalism in India
5. The Press in India: A New History
6. History of Printing and Publishing in India, - Kesavan, B.S.
7. History of Journalism - Muniruddin
8. Tamil Ithaliyal Chuvadugal - Sambanthan. Ma. Su.
9. Aurobindo Mazumdar - Indian Press and Freedom Struggle (1937- 42)
10. Handbook of Journalism and Mass Communication – Virbala Aggarwal & V.S. Gupta

COURSE OUTCOMES:

Upon successful completion of this course, the students would be able to

1. Remember the origin of Journalism
2. Trace the growth of journalism
3. Perceive the Indian Journalism in evolutionary terms
4. Analyze the formative factors of Tamil Journalism
5. Evaluate the important milestones of the history of international Journalism

First Year		Semester- I
INTERDISCIPLINARY COURSE - I MEDIA LITERACY		
Code:		Credit: 2

OBJECTIVES:

- To reveal credible and reliable sources of information across various media formats.
- To sensitize about misinformation, disinformation, fake news, and biased content.
- To show how to analyse the purpose, audience, and message of media content critically.
- To help the students understand the role and influence of media on society, culture, and individual thinking.

UNIT I:

Concept of Media Literacy: Meaning and definitions of media literacy - Media literacy, media education, and media studies - Need and significance of media literacy - Evolution of media literacy - Media literacy in the traditional, digital, and AI eras. Media Literacy Frameworks: Access - Analyse - Evaluate - Create -Act

UNIT II:

Types of media literacy – News literacy, computer literacy, Internet literacy, Digital literacy, Cinema literacy, Games literacy, TV literacy and Ad literacy - Media and Society: Media as an institution - Media and democracy - Media and citizenship - Media and public opinion - Media and social change - Media and culture.

UNIT – III:

Understanding Media Messages: Media messages and meaning - Signs and symbols -Denotation and connotation - Representation - Stereotypes - Ideology and ideology of mass media culture. Media Framing and Agenda Setting - Analysing News Media - Advertising and Persuasion – Representation in Media - Strategies to interpret media texts representations, misrepresentations and lack of representation in media

UNIT – IV:

DIGITAL MEDIA LITERACY - Digital Media Environment: Social media platforms - Search engines - Mobile media -Streaming media - Digital influencers - User-

generated content - Participatory media. - Misinformation and Disinformation: Fake news - Misinformation - Disinformation - Malinformation - Rumours and hoaxes - Clickbait - Deepfakes - Synthetic media. Fact-Checking and Verification: Fact-checking principles -Reverse image search - Source verification - Cross-checking information - Verification of photographs and videos - Identifying manipulated content - Fact-checking organisations and tools.

UNIT – V:

Artificial Intelligence and Media Literacy: Generative AI and media - AI-generated text, images, audio, and video - Deepfakes and synthetic media - AI bias - Algorithmic bias - AI and misinformation - AI literacy - Media Literacy and Social Change: Media literacy for democracy - Media literacy for social justice - Media literacy and civic engagement - Media literacy and sustainable development - Media literacy and community participation.

REFERENCES:

1. Potter, W. J. (2019). *Media literacy* (9th ed.). SAGE Publications.
2. Kellner, D., & Share, J. (2007). Critical media literacy, democracy, and the reconstruction of education. *Media Literacy: A Reader*, 3–23.
3. Silverblatt, A. (2014). *Media literacy: Keys to interpreting media messages* (4th ed.). Praeger.
4. Buckingham, D. (2003). *Media education: Literacy, learning and contemporary culture*. Polity Press.
5. Aufderheide, P. (Ed.). (1993). *Media literacy: A report of the National Leadership Conference on Media Literacy*. Aspen Institute.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able to:

1. Explain the fundamental concepts, principles, theories, and significance of media literacy.
2. Critically analyse media messages, representations, narratives, news, advertising, and media content.
3. Evaluate the credibility, reliability, accuracy, bias, and authenticity of information from various media sources.
4. Identify and critically assess misinformation, disinformation, fake news, deepfakes, and manipulated digital content.
5. Analyse the influence of digital platforms, algorithms, AI, media technologies, and data on individuals and society.
6. Apply media literacy skills to fact-checking, source verification, digital safety, and responsible media consumption.
